

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, Stephanie Maroney
do hereby request station time concerning the following issue:

American Crossroads 1401 New York Avenue Suite 1200 Washington, DC 20005 Treasurer: Margee Clancy
--

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

This broadcast time will be used by: American Crossroads

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"	
<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Treasurer Margee Clancy

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☒ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

7/19/12 Steph Mury 703-299-1760
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

Signature Printed Name Title



WFTS

ORDER

Print Date 10/05/12 Page 1 of 4

Flight Dates 10/09/12-10/15/12

Contract / Revision 304024 /

Original Date / Revision
10/05/12 10/05/12

Advertiser American Crossroads

Agency Mentzer Media

Buying Contact

600 Fairmont Avenue - Suite #306
Towson, MD 21204

Product

American Crossroads

Agency Com 15%

Billing Contact

600 Fairmont Avenue - Suite #306
Towson, MD 21204

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 1772

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-3

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share 23% Market Value 460217

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	77%	354367
WBHS	%	0
WBSV	%	0
WCLF	%	0
WEDU	%	0
WFLA	%	0
WMOR	%	0
WTOG	%	0
WTSP	%	0
WTTA	%	0
WTVT	%	0
WUSF	%	0
WVEA	%	0
WWSB	%	0
WXPX	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	85	\$89,972.50	\$105,850.00	0.00	10/01/12	10/15/12	85	\$89,972.50	\$105,850.00
Totals	85	\$89,972.50	\$105,850.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount																																																
1	WFTS	10/09/12	10/15/12	M-F 7-9a GMA GMA	CM	658-9a	2222--	:30	10	\$600.00	P-3	0.00	NM	10	\$6,000.00																																																
<table border="0"> <tr> <td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td><u>Rating</u></td><td colspan="10"></td></tr> <tr> <td>Week: 10/08/12</td><td>10/14/12</td><td>-2222--</td><td>8</td><td>\$600.00</td><td>0.00</td><td colspan="10"></td></tr> <tr> <td>Week: 10/15/12</td><td>10/21/12</td><td>2-----</td><td>2</td><td>\$600.00</td><td>0.00</td><td colspan="10"></td></tr> </table>																<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>											Week: 10/08/12	10/14/12	-2222--	8	\$600.00	0.00											Week: 10/15/12	10/21/12	2-----	2	\$600.00	0.00										
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																																																										
Week: 10/08/12	10/14/12	-2222--	8	\$600.00	0.00																																																										
Week: 10/15/12	10/21/12	2-----	2	\$600.00	0.00																																																										
2	WFTS	10/09/12	10/15/12		CM	1058a-12p	1111--	:30	5	\$900.00	P-3	0.00	NM	5	\$4,500.00																																																



Hiatus Dates

Order Sep 00:20:00

Estimate # 1772

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				M-F 11a-12p												
				M-F 11a-12p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	-1111--			4		\$900.00		0.00					
Week:		10/15/12	10/21/12	1-----			1		\$900.00		0.00					
3	WFTS	10/09/12	10/15/12	M-F 12-1p	CM	1158a-1p	22222--	:30	10	\$400.00	P-3	0.00	NM	10	\$4,000.00	
				ABC Action News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	-2222--			8		\$400.00		0.00					
Week:		10/15/12	10/21/12	2-----			2		\$400.00		0.00					
4	WFTS	10/09/12	10/15/12	M-F 5-530p	CM	458-530p	11111--	:30	5	\$800.00	P-3	0.00	NM	5	\$4,000.00	
				ABC Action News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	-1111--			4		\$800.00		0.00					
Week:		10/15/12	10/21/12	1-----			1		\$800.00		0.00					
5	WFTS	10/09/12	10/15/12	M-F 530-6p	CM	530-6p	11111--	:30	5	\$900.00	P-3	0.00	NM	5	\$4,500.00	
				ABC Action News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	-1111--			4		\$900.00		0.00					
Week:		10/15/12	10/21/12	1-----			1		\$900.00		0.00					
6	WFTS	10/09/12	10/15/12	M-F 6-630p	CM	558-630p	11111--	:30	5	\$1,000.00	P-3	0.00	NM	5	\$5,000.00	
				ABC Action News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	-1111--			4		\$1,000.00		0.00					
Week:		10/15/12	10/21/12	1-----			1		\$1,000.00		0.00					
8	WFTS	10/09/12	10/15/12	M-SU 11-1135p	CM	11-1135p	2222222	:30	14	\$1,500.00	P-3	0.00	NM	14	\$21,000.00	
				ABC Action News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	-222222			12		\$1,500.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
33	WFTS	10/08/12-10/14/12		M-SU 11-1135p		11-1135p	-TWThFSaSu	:30		(\$1,500.00)	0.00	NM				
				See MG 8.39,8.40												
				[PROGRAM CHANGE]												
34	WFTS	10/08/12-10/14/12		M-SU 11-1135p		11-1135p	-TWThFSaSu	:30		(\$1,500.00)	0.00	NM				
				See MG 8.39,8.40												
				[PROGRAM CHANGE]												
39	WFTS	10/13/12-10/13/12		M-SU Late News after Sports		1135p-2a	-----Sa--	:30		\$1,500.00	0.00	NM				
				Ⓜ MG for 8.34,8.33												
40	WFTS	10/13/12-10/13/12		M-SU Late News after Sports		1135p-2a	-----Sa--	:30		\$1,500.00	0.00	NM				
				Ⓜ MG for 8.34,8.33												
Week:		10/15/12	10/21/12	2-----			2		\$1,500.00		0.00					
E 10	WFTS	10/09/12	10/14/12	SA 6-630p	CM	558-630p	-----S-	:30	2	\$800.00	P-3	0.00	NM	0	\$0.00	
				ABC Action News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	-----S-			2		\$800.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
5	WFTS	10/08/12-10/14/12		SA 6-630p		558-630p	-----Sa--	:30		(\$800.00)	0.00	NM				
				See MG 11.7,11.8												
				[ncaa football]												
6	WFTS	10/08/12-10/14/12		SA 6-630p		558-630p	-----Sa--	:30		(\$800.00)	0.00	NM				
				See MG 11.7,11.8												
				[ncaa football]												



WFTS

Print Date: 10/05/12

Page 3 of 4

Contract / Revision **304024** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 10/05/12/ 10/05/12

Order Sep 00:20:00

Advertiser **American Crossroads**

Product **American Crossroads**

Estimate # **1772**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 11	WFTS	10/09/12	10/14/12	SA 730-8p SA 730-8p	CM	728-758p	-----2-	:30	2	\$800.00	P-3	0.00	NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----2-	2		\$800.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
5	WFTS	10/08/12-10/14/12		SA 730-8p	728-758p		-----Sa--	:30		(\$800.00)		0.00	NM		
See MG 11.7, 11.8															
[7-11pm Sat 10/13 is NASCAR]															
6	WFTS	10/08/12-10/14/12		SA 730-8p	728-758p		-----Sa--	:30		(\$800.00)		0.00	NM		
See MG 11.7, 11.8															
[7-11pm Sat 10/13 is NASCAR]															
7	WFTS	10/09/12-10/15/12		M-F 7-730p	658-730p		MTWThF----	:30		\$1,600.00		0.00	NM		
Ⓜ MG for 10.6, 10.5, 11.5, 11.6															
8	WFTS	10/09/12-10/15/12		M-F 7-730p	658-730p		MTWThF----	:30		\$1,600.00		0.00	NM		
Ⓜ MG for 10.6, 10.5, 11.5, 11.6															
12	WFTS	10/09/12	10/14/12	SU 6-630p ABC Action News	CM	558-630p	-----S	:30	2	\$800.00	P-3	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S	2		\$800.00		0.00						
13	WFTS	10/09/12	10/14/12	Sunday Prime A AFV	CM	658-8p	-----S	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S	1		\$4,000.00		0.00						
14	WFTS	10/09/12	10/14/12	NCAA Fball-Prime NCAA Fball-Prime	CM	758-1130p	-----2-	:30	2	\$5,000.00	P-3	0.00	NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----2-	2		\$5,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
5	WFTS	10/08/12-10/14/12		NCAA Fball-Prime	758-1130p		-----Sa--	:30		(\$5,000.00)		0.00	NM		
See MG 14.7, 14.8															
[NASCAR airs 7-1130pm Sat 10/13]															
6	WFTS	10/08/12-10/14/12		NCAA Fball-Prime	758-1130p		-----Sa--	:30		(\$5,000.00)		0.00	NM		
See MG 14.7, 14.8															
[NASCAR airs 7-1130pm Sat 10/13]															
7	WFTS	10/08/12-10/14/12		Sprint Cup Series	12p-1130p		(7:00 PM-11:00)-----SaSu	:30		(\$5,000.00)		0.00	NM		
Ⓜ See MG 14.9															
[NO SPRINT CUP ON SUN]															
8	WFTS	10/08/12-10/14/12		Sprint Cup Series	12p-1130p		(7:00 PM-11:00)-----SaSu	:30		\$5,000.00		0.00	NM		
Ⓜ MG for 14.5, 14.6															
9	WFTS	10/08/12-10/14/12		Sprint Cup Series	12p-1130p		(7:00 PM-11:00)-----Sa--	:30		\$5,000.00		0.00	NM		
Ⓜ MG for 14.7 10/14															
15	WFTS	10/09/12	10/14/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S-	1		\$250.00		0.00						
16	WFTS	10/15/12	10/15/12	Monday 8-10p Dancing Monday 8-10p Dancing	CM	758-10p	M-----	:30	1	\$14,000.00	P-3	0.00	NM	1	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$14,000.00		0.00						
17	WFTS	10/15/12	10/15/12	Monday Prime C Castle	CM	10-11p	M-----	:30	1	\$6,000.00	P-3	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						



Hiatus Dates

Order Sep 00:20:00

Estimate # 1772

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount		
17	WFTS	10/15/12	10/15/12	Monday Prime C Castle	CM	10-11p	M-----	:30	1	\$6,000.00	P-3	0.00	NM	1	\$6,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	M-----					1	\$6,000.00		0.00				
19	WFTS	10/09/12	10/15/12	M-F 6-7a ABC Action News	CM	558-7a	11111--	:30	5	\$600.00	P-3	0.00	NM	5	\$3,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-1111--					4	\$600.00		0.00				
Week:		10/15/12	10/21/12	1-----					1	\$600.00		0.00				
20	WFTS	10/09/12	10/15/12	M-F 730-8p 730-8p Let's Ask America	CM	728-758p	22222--	:30	10	\$1,200.00	P-3	0.00	NM	10	\$12,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-2222--					8	\$1,200.00		0.00				
Week:		10/15/12	10/21/12	2-----					2	\$1,200.00		0.00				
23	WFTS	10/09/12	10/15/12	M-F 10-11a M-F 10-11a	CM	10-11a	11111--	:30	5	\$500.00	P-3	0.00	NM	5	\$2,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-1111--					4	\$500.00		0.00				
Week:		10/15/12	10/21/12	1-----					1	\$500.00		0.00				
24	WFTS	10/09/12	10/14/12	Sa 9-10a Sa 9-10a	CM	9-10a	-----S-	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----S-					1	\$300.00		0.00				
														Totals	85	\$105,850.00